

ABSTRACT

Fish famine season is a condition that is better known as food shortage season in fish yields. Fish famine will hit fishing communities, often during periods of extreme climate change, when fishermen are unable to sail and do not have the income they need for daily living. This extreme weather occurs once a year in December - February with very bumpy sea conditions and high waves. This has made the fishermen's economy and fish catches decline, there have even been cases of fishermen dying as a result of being hit by the waves, as well as many fishermen selling their household tools to buy bags of rice to survive until the extreme weather stops. Funding efforts from the government to help fishermen have not been carried out optimally, in fact there are still many besides coastal communities, especially teenagers and young adults who do not know about the phenomenon of fish famine to fishermen. So we need a media to provide information and education to the public, especially teenagers and young adults aged 17-21 years. At this stage of adolescence to young adulthood, emotional development will show a strong, sensitive, and temperamental reactive nature, it will be easy to understand and feel empathy for fishing communities affected by fish famine. So it is necessary to design an animatic storyboard that raises stories about the phenomenon of the impact of fish famine on fishermen. The research methods that will be used in this design include literature study, observation, interviews and questionnaires. The results of the data collected become a good direction, especially in the design of animatic storyboards that present interesting stories and visuals, so that the audience can understand information from storyboard designs to animated films that are presented in an interesting and good manner.

Keywords: Storyboard, fisherman, famine of fish, teenagers and young adults.